# MESSAGE CONFIRMATION

DATE:07/21/97 TIME:14:53

ID:BFLO RJR

| DATE | TIME | TX-TIME | DISTANT STATION ID | MODE | PAGES | RESULT |
|---|---|---|---|---|---|---|
| 07/21 | 14:52 | 01'01" | 910 741 4606 | G3-S | 003 | OK |

51859 6175

Source: https://www.industrydocuments.ucsf.edu/docs/zlfn0000

R J Reynolds
Tobacco Company

150 Lawrence Bell Drive, Suite 108
Williamsville, NY 14221
Office: (716) 634-3143
Fax: (716) 634-3145

# Sending a FAX!!

| | |
|---|---|
| Date: | JULY 21, 1997 |
| Name:<br>Company: | *BILL ROTH, RSM*<br>*R. J. REYNOLDS TOBACCO COMPANY* |
| To:<br>Company:<br>Fax Number: | DON FITZGERALD<br>R. J. REYNOLDS TOBACCO COMPANY<br>(910) 741-4606 |
| Note: | DON,<br>YOUR ASSISTANCE IN PUBLISHING THE NASHUA DIVISION EFFORTS/RESULTS, CONCERNING NEW HAMPSHIRE TAX, IN THE CARAVAN IS APPRECIATED. |
| Number of Pages | PAGE 1 OF 3 |

"We Work for Adult Smokers"

If you do not receive all pages of this fax, please contact (716) 634-3143

51859 6176

Source: https://www.industrydocuments.ucsf.edu/docs/zlfn0000

R J Reynolds
Tobacco Company

**Robert A. Ridge**
Division Sales Manager

7 Colonial Drive
Auburn, NH 03032
603-483-0952
603-483-0983 (FAX)
800-757-8255 EX: 69125# (Voice Mail)

July 2, 1997

Mr. Bill Roth

Subject: NH CIGARETTE TAX INCREASE

Dear Bill:

As you know, the State of New Hampshire increased the cigarette tax by $1.20 per carton effective July 1, 1997. Though we worked diligently to fight any increase, I sincerely believe the 12 cents per pack increase was a victory. Without the efforts of the Nashua Division, I feel the Governor's proposed 25 cent per pack increase would have steam rolled through the House of Representatives and the Senate and that this increase would have been made effective April 1, 1997.

Listed is summary of the Nashua Division's efforts in fighting this increase.

- 380 LETTERS WERE WRITTEN TO NH LEGISLATORS
- 10,769 PETITION SIGNATURES WERE OBTAINED VIA OUR PETITION DRIVE
- 245 RETAILERS BECAME ACTIVELY INVOLVED
- 132 TELEPHONE CALLS WERE MADE TO ELECTED OFFICIALS
- 9 LETTERS WERE WRITTEN TO EDITORS OF NEWSPAPERS
- 2 CALLS MADE TO RADIO TALK SHOWS

51859 6177

Source: https://www.industrydocuments.ucsf.edu/docs/zlfn0000

Bill, this was a true team effort from the Nashua Division. In retrospect, there was going to be a cigarette tax increase. It is politically painless to be anti-tobacco these days. This endeavor often became extremely frustrating when communicating the truth and economic ramifications with numerous "closed minded" politicians.

I am proud of the fact we kept the increase 52% below what was wanted by the new Governor.

Your consideration in submitting this division accomplishment to the Caravan will be appreciated.

Sincerely,

Robert

Robert A. Ridge

51859 6178

Source: https://www.industrydocuments.ucsf.edu/docs/zlfn0000